



CCFC CBO PROGRAM: SACRAMENTO REGION Q&A FEBRUARY 4, 2002

TARGET AUDIENCES

- 1 Q: Can CBO program funds be expended for parent and caregiver audiences of children over the age of 5?**
A: No. Funded CBO program activities must focus on expectant parents, families or caregivers of children prenatal to 5.
- 2 Q: Can non-target ethnic groups receive materials? For example, if my program conducts outreach to Latinos and other ethnic audiences participate in my program or event, will I be penalized?**
A: In the application, applicants are requested to select from identified target ethnicities. However, it is understood that additional audiences may be reached in the course of fulfilling intended outreach goals. If possible, applicants should note who those additional audiences might be.
- 3 Q: If an applicant specifies target audiences and it is awarded based on those audiences, can others also receive the messages once the program is established?**
A: For purposes of this RFP, the applicants must clearly specify target audiences they propose to reach. All grantees must fulfill their outreach goals stated in the grant agreement. However, it is understood that additional audiences may be reached in the course of fulfilling intended outreach goals. If possible, applicants should note who those additional audiences might be.
- 4 Q: Do caregivers include grandparents?**
A: Yes. Caregivers may also include older siblings, neighbors, aunts, uncles, cousins and friends or anyone that may provide care at any time to a child. Please refer to page 5 of the RFP for additional information.
- 5 Q: Are applicants required to target all caregiver categories (i.e., can you target only babysitters or foster parents, etc.)?**
A: No. Applicants may be as focused or inclusive as appropriate to its outreach experience.

SCOPE OF WORK/PROGRAM SUPPORT

- 6 Q: Your public education messages refer to “actionable items” – what does this mean?**
A: The CCFC paid advertising campaign, which is a component of the overall public education program, is designed to provide parents and caregivers with information that helps them turn simple, everyday activities or “actionable items” into learning activities. For example, parents can turn a task like folding laundry into a teaching moment about colors. Additionally, the CBO Program will provide information through its collateral materials on steps parents can take on varying topics such as making their home safe, keeping children’s teeth healthy, etc.

- 7 **Q: If a grantee solicits media attention at an event where CCFC materials will be distributed, must the grantee inform its CCFC CBO Program Administrator?**
A: Yes. The CCFC Public Education Team should be informed of all events and any activity involving media solicitation.
- 8 **Q: What do you mean by one-on-one outreach?**
A: In defining one-on-one outreach, we mean interpersonal communication with target audiences about the messages in addition to providing leave-behind materials.
- 9 **Q: Must all outreach be on a one-on-one basis or are activities such as health fairs acceptable?**
A: Yes. Health fairs are allowed if one-on-one interaction and interpersonal communications are used to deliver CCFC CBO Program messages.
- 10 **Q: If an applicant has an existing car seat safety program, would it be in conflict to apply for a similar program under the CBO Program?**
A: The CCFC has obtained an advisory opinion from the Attorney General's office which states that Prop. 10 funds cannot supplant existing state, county or local funds; therefore, the funds must clearly expand the program. Following is the advisory opinion: "The definition of 'supplement' is to add or to augment something that currently exists, while 'supplant' is defined as taking the place of something. As used in the Act (the Children and Families Act of 1998), all moneys raised pursuant to the Act shall be appropriated and expended only to supplement existing levels of services. In contrast, the Act specifically prohibits appropriation and expenditures of such moneys to supplant state or local General Fund money. Further, moneys are prohibited to be used to fund any existing levels of service."
- 11 **Q: If an applicant uses an existing program, such as WIC to reach audiences, can materials about the existing program be given out along with CCFC materials? Can the applicant incorporate CCFC materials into other existing distribution methods or avenues?**
A: It's incumbent upon the applicant to support the effectiveness of proposed outreach approaches in its community and to its proposed target audiences. The delivery of the CCFC CBO Program messages must be clear if it is coupled with a currently existing program. However, applicants must note that CCFC CBO grants cannot be used to supplant existing program funding.
- 12 **Q: Does the family safety message include child abuse/domestic violence prevention?**
A: No. Family safety includes safety within the home, car seat safety, preventing accidents, etc.
- 13 **Q: If an applicant is planning a certain number of events, such as four health fairs, but the specific dates are not known, should they be described as "quarterly" events, or as "four health fairs"?**
A: It is best to provide as much specific information as possible. If it is known that the health fairs will take place quarterly, include a targeted month if possible. However, if dates are not yet known, applicants may list the number of occurrences for proposed activities.
- 14 **Q: Should distribution of materials to non-target ethnicities be included in the reporting process?**
A: Yes. Grantee activity reports should include all persons reached through the awarded project.

- 15 Q: What is the job responsibility of the CBO Program Administrator? Is it a person from your staff or ours?**
- A:** The CBO Program Administrator will be appointed from the CCFC Public Education Team to work with each awarded CBO. The administrator will be responsible for providing collateral materials and working with the CBO to ensure that the scope of work is followed, timelines are met and goals of proposed projects are reached.

COLLATERAL/OUTREACH MATERIALS

- 16 Q: In which languages will collateral materials be available?**
- A:** Currently, brochures and informational sheets are available in English, Spanish, Korean, Chinese and Vietnamese; videos are available in English and Spanish. Translation and availability of additional language materials is currently being considered. Recommendations on necessary languages and a production plan are being developed. The CCFC will consider requests for additional language translations on a case-by-case basis. At this time, applicants should list translations and production costs of materials in the budget summary for consideration. This should only be requested if the availability of such materials is essential to an applicant's effectiveness in outreaching to proposed audiences.
- 17 Q: Will materials be available in other languages such as Hmong?**
- A:** Translation and availability of additional language materials is currently being considered. Recommendations on necessary languages and a production plan are being developed. The CCFC will consider requests for additional language translations on a case-by-case basis. At this time, applicants should list translations and production costs of materials in the budget summary for consideration. This should only be requested if the availability of such materials is essential to an applicant's effectiveness in outreaching to proposed audiences.
- 18 Q: Budget estimates for the production of new print materials at the same quality level and specifications of the provided sample materials will be costly; is this what we should base our proposed production estimates on?**
- A:** No. Proposed materials for production do not have to match the same specifications of the current materials. Applicants can propose to translate and produce outreach materials in a cost effective manner or layout. All materials not provided by the CCFC Public Education Program need to be approved prior to translation and production.
- 19 Q: Can an applicant provide additional materials if they are approved?**
- A:** Yes. Any additional materials can be provided with the application for consideration and approval. Materials can also be described in the application narrative, but it may be helpful to see the context in which other materials will be presented. Please allow adequate time for approval of materials. However, the CCFC Public Education Team will work to expedite such necessary requests. We will also communicate to all awarded grantees any new availability or plans for collateral to eliminate translation or production redundancies.
- 20 Q: Can CCFC brochures be used in slide presentations?**
- A:** Yes. However, the CCFC Public Education Team must approve any new images, graphics or text. Please allow adequate time for approval of any new materials. Again, the CCFC Public Education Team will make every effort to expedite approval needs.

- 21 Q: Can material distribution taking place on-site, such as at a clinic, be included in an application?**
A: All applicants are encouraged to propose programs that best and most effectively reach their target audiences.
- 22 Q: Can CCFC materials be handed out at a school event?**
A: Yes. However, activity should include one-on-one interaction and not be limited to handing out brochures. It should also be appropriate in reaching parents and caregivers of children prenatal to 5.
- 23 Q: Can funding be used to purchase videos other than those provided by the CCFC Public Education Program?**
A: No. Only videos provided through the CCFC Public Education Program can be used.
- 24 Q: How can we access the videos?**
A: One set of videos will be provided to each grantee at no cost for their use during visits or in the office, etc. New parents and caregivers can receive the *Kit for New Parents*, which contains a set of the videos and other parenting materials free of charge, in English or Spanish, by calling (800) KIDS-025 or by contacting the local County Commission.
- 25 Q: Can the videos be translated?**
A: Translation and availability of additional video language versions is currently being considered. Recommendations on necessary languages and a production plan are being developed. At this time, applicants should not make any requests to translate the video.
- 26 Q: What are the premium items that will be available?**
A: A puppet, which encourages parent-child interaction, is currently being considered.

GRANT AWARDS/GRANT TERMS

- 27 Q: What is the length of the grant?**
A: The grant period is approximately 23 months. We anticipate awarding grants for the Sacramento Region in March 2002 with outreach continuing through, and not past, February 1, 2004.
- 28 Q: What will the average grant award be?**
A: There is no pre-determined grant award average. The average award amount will not be known until all proposals are reviewed and the Selection Panel makes its final decisions. The minimum grant award is \$10,000 and no maximum has been set for this region's RFP. Applicants for one-time projects or events can apply for less than the minimum, as appropriate.
- 29 Q: Will direct services be funded, in addition to outreach efforts?**
A: No. This program will fund grassroots communications programs. However, direct service providers may be awarded funds, but only for communication outreach activities.
- 30 Q: Can different projects from one agency be funded?**
A: Yes. However, all projects under the same agency should be submitted in one application.

GEOGRAPHIC REQUIREMENTS/OUTREACH COVERAGE

31 Q: Can a grantee provide services outside the Sacramento region with the CBO Program funds?

A: No. Grantees must use the CBO Program funds to conduct outreach within the counties of the Sacramento region only. Applicants who provide outreach outside of the Sacramento region can reference Attachment D of the RFP application materials to determine the appropriate RFP to respond to.

32 Q: May a proposal cover multiple counties and languages?

A: Yes, as long as the languages and counties are appropriate to those specified in the RFP.

33 Q: Can applicants serve only a portion of the region (e.g. a specific city or county) or must they serve the entire region?

A: Yes. Applicants may serve only a portion of the region and the proposal should focus on methods of outreaching to the specific geographic area served. Proposals should not focus outreach and efforts outside the applicable geographic area.

APPLICANT QUALIFICATIONS/APPLICATION INFORMATION

34 Q: If an applicant is applying under another organization's 501c3 status, does the Board of Directors information need to be submitted for both organizations?

A: No. Only the fiscal agent must submit its Board of Directors and tax information.

35 Q: Should the number of people targeted to be reached be included in the application?

A: Yes. The anticipated number of people served can be included in Attachments A and B of the application materials.

36 Q: Are capital purchases acceptable under funding guidelines?

A: Yes. Capital purchases are allowed as long as they are directly related to the proposed project. Planned purchases should be included in the applicant's budget.

37 Q: Is there a dollar limit on capital purchases?

A: No. Under the terms of the RFP, indirect expenses should not exceed 15 percent of personnel costs excluding benefits.

38 Q: Is there a sample budget summary available?

A: No. A list of expenses not allowed is listed on page 9 of the RFP. A majority of the funds should be expended on dissemination of CCFC messages and materials. Although advertising (print ads, television/radio spots) is not allowed, advertising limited to promote attendance at events is acceptable. Because collateral materials will be provided by the CCFC Public Education Team, the only expenses allowed related to collateral materials is for the adaptation of existing materials into languages or mediums other than those currently available with approval from the CCFC Public Education Team. Attachment C, the budget application form, guides applicants through the budget information necessary.

39 Q: Can program funds be used to pay for an applicant's project manager?

A: Yes. Salaries and other personnel costs can be included in the program budget.

40 Q: Should each budget year be separated out in the application?

A: No. One budget for the duration of the contract should be provided.

SELECTION CRITERIA/PROCESS

41 Q: Will funding decisions be made according to county, demographic or geographic considerations?

A: Until applications are received, reviewers will not know how funds will be distributed. The goal is to expend funds in all parts of the region and to outreach to noted target audiences.

42 Q: What are the qualifications of the Selection Panel? Are they aware of the thought process that went into development of the target messages/audiences contained in the RFP?

A: The Selection Panel will have the knowledge and expertise necessary to fairly review applicant proposals and make selection decisions.

43 Q: Will funding be determined pro-forma (i.e. by the number of persons reached)?

A: No.

OTHER

44 Q: Is there a list of programs previously funded under the CBO Grant Program for reference?

A: No. This is the first time that the CCFC has funded a CBO Program and the Sacramento and Bay Area regions are the first to release their RFP. To date, neither has awarded any funds.

45 Q: Will there be any multi-year grants?

A: At this point, the CCFC has only authorized the CBO program for the term stated. It is unknown at this time whether the CCFC will continue the program in the future.

46 Q: What is the probability that the CBO program will go beyond 2004?

A: At this point, the CCFC has only authorized the CBO program for the term stated. It is unknown at this time whether the CCFC will continue the program in the future.